



Region: Noord Brabant (NL)

Project name: Innovative
Actions Brabant 3 (IAB-3)

Launch: 2005

Provincie Noord-Brabant



Aim of the project

The Innovative Actions Brabant program 3 (IAB-3) aims to bring the region closer to finding 'smart solutions' for the ageing population.



Key results

IAB 3 aimed to have 16 sub-projects, with at least 40 SMEs and 35 civil society organisations. These targets were by far exceeded: 21 sub-projects were remunerated and involved more SMEs and civil society organisations than expected. The Province received 68 submissions.

About Innovative Actions Brabant

SOLUTIONS FOR DEMOGRAPHIC CHALLENGES



In the next few decades the Province will face a number of societal challenges that cannot be solved by existing, traditional solutions. The key problem is the aging population, which will have a wide-spread impact: more pressure on the care and health sectors, the need for permanent education, and impact on the labour market, quality of life in rural communities, public transport, the housing market, and the demand for more public safety.

The province has identified two potential categories of solution. The first involves coming up with innovations in and for the care sector that will lead to a more effective and efficient provision of care. The second involves reducing the demand

for care by paying more attention to prevention and well-being. In IAB-3, both categories of solution were included by focusing on 3 related aspects of the aging population:

- Cure: innovation and medical technology;
- Care: developing innovative solutions in important sectors of care, including palliative care;
- Prevention and well-being: ensuring that the elderly remain healthy, independent and active for a longer period of time.

Impressions from our jury

"This project targets one of the most significant social predicaments facing Europeans and citizens around the world: an ageing population. Noord Brabant suggests an innovative approach to proactively deal with a major societal challenge."

Susanne JUSTESEN
Innovation Advisor, Ph.D.,
Innoversity Copenhagen

Contact

Mr. Dick de Jager
T: +31 6 526 33305
E: ddejager@bom.nl